

Appl. No. 09/980,114  
Supplemental Amendment filed September 23, 2005

Attorney Docket No. 82330

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) For use in a cellular telecommunications network including a plurality of individually addressable Base Transceiver Stations (BTSs) providing bidirectional signal coverage over a predefined geographical area, capable of transmitting Point-To-MultiPoint (PTMP) messages over a Point-To-MultiPoint Service (PTMPS) functionality and capable of transmitting Point-To-Point (PTP) messages, a method for operating the cellular telecommunications network comprising

the step of transmitting a cellular broadcasting service consisting of a substantially continuous stream of mostly different content, at least some interactive display messages for streaming display on at least one enabled personal cellular telecommunications devices where each interactive display message enables a subscriber to automatically activate a point-to-point transmission response mechanism integrally provided in a display message and can be actuated by a dedicated response means associated therewith, said transmitting step including transmitting a staggered sequence of display messages advertising an item in progressively smaller geographical areas centered around a predefined location.

Claims 2-4 (Canceled without prejudice to the filing of a continuation application therefor).

5. (Currently Amended) The method according to ~~claim 4 wherein~~ Claim 1 wherein the staggered sequence of display messages advertises progressively lower purchase prices for the item in accordance with a pricing scheme.

Claims 6 - 51 (Canceled without prejudice to the filing of a continuation application therefor).

52. (Original) For use in a cellular telecommunications network including a plurality of Base Transceiver Stations (BTSs) including a plurality of individually addressable Base Transceiver Stations (BTSs) each providing bidirectional signal coverage over a predefined geographical area, a method for operating a personal cellular telecommunications device including a subscriber interface having a display screen, a method for advertising the purchase price of an item, the method comprising the step of: displaying a staggered sequence of display messages on the display screen advertising the item in progressively smaller geographical areas centered around a predefined location.

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53. (Original) The method according to claim 52 wherein the staggered sequence of display messages advertise progressively lower purchase prices for the item.
54. (Previously presented) The method according to claim 52 wherein the display messages are PTMP display messages.
55. (Previously presented) The method according to claim 52 wherein the display messages are PTP display messages.
56. (New) A cellular telecommunications method including
- a. Silently receiving a plurality of individual, interactive display messages by a personal cellular telecommunications device without any action by a user of said device, said device having a display screen that normally displays an idle screen, and each interactive display message having mostly different content from the other plurality of interactive display messages and enabling a user of said device to activate a point to point transmission response mechanism;
  - b. Temporarily storing each of said silently received interactive display messages in a dynamic storage buffer contained in said telecommunications device;
  - c. If an idle screen is being displayed, streaming individual ones of said stored display messages from said dynamic storage buffer for display on at least a portion of said display screen;
  - d. Interrupting said displaying of said streaming display messages to display a non-idle activity specific screen; and
  - e. Automatically, silently discarding display messages from said dynamic storage buffer in accordance with a display message discard scheme irrespective of a display message having been displayed on the display screen or not.
- 57 (New) The cellular telecommunications method as claimed in Claim 56 wherein said display messages are sent by a cellular broadcasting service as a stream of individual PTMP display messages for streaming on a cellular telecommunications device.
58. (New) The cellular telecommunications network according to Claim 57 wherein the cellular telecommunications network is a GSM network and the display messages are sent as an SMS Class 2 type.

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59. (New) The cellular telecommunications method as claimed in Claim 56 wherein said streaming step is done automatically in a screen saver-like manner.

60. (New) The cellular telecommunications method as claimed in Claim 56, and further including the step of:

(f) a user activating an interactive display message while the display message is being displayed to initiate a PTP transmission.

61. (New) The cellular telecommunications method as claimed in Claim 56, wherein said display screen of said telecommunications device includes a split screen display screen including a first portion and a second portion; wherein said stored display messages are for display on said second portion of said display screen; and wherein said idle screen, when displayed, is displayed on said first portion of the display screen; and said display messages, when displayed, are automatically streamed from the dynamic storage buffer on the second portion of the display screen.

62. (New) The cellular telecommunications method as claimed in Claim 56, and further including checking a display message as being complete before being displayed.

63. (New) The cellular telecommunications method as claimed in Claim 62, and further including automatically discarding an incomplete message immediately prior to its display.

64. (New) The cellular telecommunications method as claimed in Claim 56, and further including automatically discarding undisplayed display messages from the dynamic storage buffer on a First In First Out (FIFO) basis.

65. (New) The cellular telecommunications method as claimed in Claim 56, and further including automatically discarding an out-of-date message immediately prior to its display.

66. (New) The cellular telecommunications method as claimed in Claim 65 wherein the method further includes determining that a message is an out-of-date message prior to the display of that message by determining if  $T_{\text{CLOCK}} - T_{\text{RECEIVE}} > T_{\text{DISCARD}}$ ; where  $T_{\text{CLOCK}}$  is the clock time of the personal cellular telecommunications device when said determining step is performed,  $T_{\text{RECEIVE}}$  is the time of receipt of the display message at the personal cellular telecommunications device, and  $T_{\text{DISCARD}}$  is a predetermined time interval.

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67. (New) The cellular telecommunications method as claimed in Claim 56, wherein said step of automatically discarding display messages includes:  
    automatically discarding an incomplete message immediately prior to its display; and  
    automatically discarding an out-of-date message comprising determining that a message is an out-of-date message prior to the display of that message by determining if  $T_{\text{CLOCK}} - T_{\text{RECEIVE}} > T_{\text{DISCARD}}$ ; where  $T_{\text{CLOCK}}$  is the clock time of the personal cellular telecommunications device,  $T_{\text{RECEIVE}}$  is the time of receipt of the display message at the personal cellular telecommunications device, and  $T_{\text{DISCARD}}$  is a predetermined time interval.
68. (New) The cellular telecommunications method as claimed in Claim 56 and further including the steps of managing the display messages in accordance with the display message discard scheme including:  
    1. checking a display message as being complete before being displayed;  
    2. automatically discarding undisplayed display messages from the dynamic storage buffer on a First In First Out (FIFO) basis; and  
    3. automatically discarding an out-of-date message immediately prior to its display
69. (New) The cellular telecommunications method as claimed in Claim 56 wherein said receiving step comprises receiving broadcasted stream of individual, interactive display messages which have been transmitted in a Point-To-MultiPoint transmission service functionality by an individually addressable Base Transceiver Station having bidirectional signal coverage over a predefined geographical area that is part of a cellular telecommunications network.
70. (New) The cellular telecommunications method according to Claim 69 wherein some display messages are also sent by a cellular broadcasting service as a stream of individual PTP display messages for streaming on a cellular telecommunications device,
71. (New) The method according to Claim 70 wherein a PTP display message ready for display is displayed on said display screen in preference to a PTMP display message ready for display.
72. (New) The cellular telecommunications method as claimed in Claim 56 wherein said display messages are sent by a cellular broadcasting service as a stream of individual PTP display messages for streaming on a cellular telecommunications device.
73. (New) The cellular telecommunications network according to Claim 72 wherein the cellular telecommunications network is a GSM network and the display messages are sent as

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**SMS Class 2 type.**

**74. (New) The cellular telecommunications method as claimed in Claim 56 wherein said personal cellular telecommunications device further includes a computer program and said method further comprises operating said personal cellular telecommunications device in accordance with said computer program to perform said steps of silently receiving, temporarily storing, checking if an idle screen is being displayed and if so streaming display messages, interrupting the displaying of said streaming display messages, and automatically discarding display messages.**

**75. (New) A program storage device readable by a personable cellular telecommunications device tangibly embodying a program of instructions executable by the personal cellular telecommunications device for carrying out said cellular telecommunications method as claimed in Claim 56 of silently receiving, temporarily storing, checking if an idle screen is being displayed and if so streaming display messages, interrupting the displaying of said streaming display messages, and automatically discarding display messages.**

**76. (New) A smart card operable with a personal cellular telecommunications device so that the personal cellular telecommunications device carries out said cellular telecommunications method as claimed in Claim 56 of silently receiving, temporarily storing, checking if an idle screen is being displayed and if so streaming display messages, interrupting the displaying of said streaming display messages, and automatically discarding display messages.**

**77. (New) The cellular telecommunications method of operating a cellular telecommunications network as claimed in Claim 56, and further including:**

**providing a plurality of interactive display messages that are to be received by a personal cellular telecommunications device having a display screen and that are to be handled automatically by said telecommunications device from the receipt of the display message to the discarding of the display message in a completely silent process without any action by a user of said telecommunications device, said provided display messages having mostly different content and being for a streaming display only on at least a part of an idle screen of said display screen of said telecommunications device, said display messages further being of a type that can be automatically stored in and discarded from a dynamic storage buffer contained in the telecommunications device and that also permits the enabling of a user of said telecommunications device to activate a point to point transmission response mechanism that is integrally provided in said display message;**

**broadcasting over a particular programming channel a stream of said provided interactive display messages by one or more of a plurality of individually addressable Base Transceiver Stations (BTS) that are part of said cellular telecommunications network, each said BTS providing bidirectional signal coverage over a predefined geographical area and capable of transmitting Point-To-MultiPoint (PTMP) messages over a PTMP Service**

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functionality and capable of transmitting and receiving Point-To-Point (PTP) messages, said display messages being broadcast without consideration of their being received, being displayed, being retained or being discarded on a telecommunications device that has received said display messages; and

receiving a message from a telecommunications device as a result of a user of said telecommunications device activating a transmission response mechanism that has been enable by one of the broadcasted interactive display messages.

78. (New) The cellular telecommunications method as claimed in Claim 77 wherein said provided display messages are PTMP display messages.

79. (New) The cellular telecommunications method of operating a cellular telecommunications network as claimed in Claim 77 wherein said broadcasted display messages are broadcasted as a substantially continuous stream

80. (New) The cellular telecommunications method as claimed in Claim 77 wherein a display message enables a subscriber to automatically activate one of at least two different point-to-point transmission response mechanisms from the list of: a voice call; an SMS; a data session; an internet session, an e-mail; and a facsimile transmission, where each response mechanism is integrally provided in a display message and can be actuated by a dedicated response means associated therewith.

81. (New) The cellular telecommunications method as claimed in Claim 80 wherein the at least two different response mechanisms are displayed in a menu on a personal cellular telecommunications device in response to subscriber activation of a dedicated response means integrally provided in a display message.

82. (New) The cellular telecommunications according to Claim 56 wherein a dedicated response means for actuating a response mechanism integrally formed with a display message is selectively actuated by the user,

83. (New) The cellular telecommunications method as claimed in Claim 56 wherein a display message enables a subscriber to automatically activate one of at least two different point-to-point transmission response mechanisms from the list of: a voice call; an SMS; a data session; an internet session, an e-mail; and a facsimile transmission, where each response mechanism is integrally provided in a display message and can be actuated by a dedicated response means associated therewith.

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84. (New) The cellular telecommunications method as claimed in Claim 83 wherein the at least two different response mechanisms are displayed in a menu on a personal cellular telecommunications device in response to subscriber activation of a dedicated response means integrally provided in a display message.

85. (New) The cellular telecommunications method according to Claim 84 wherein the at least two response mechanisms are displayed on a personal cellular telecommunications device in response to subscriber activation of a dedicated response means integrally provided in a display message.